

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY QUITO

AMCONSUL GUAYAQUIL

UNCLAS STATE 012308

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: GUAYAQUIL INTERNATIONAL TRADE FAIR

REF: QUITO 0112; STATE 282475

1. U.S. DOC GREATLY APPRECIATES POST INITIATIVES AND EFFORTS ON BEHALF U.S. PARTICIPATION IN FAIR. RECENT DEVELOPMENTS AUGURING SHARP FY 76 BUDGETARY REDUCTIONS PRECLUDE U.S. OFFICIAL PARTICIPATION OF TYPE AND MAGNITUDE ENVISAGED BY POSTS. (IN FACT, POSSIBILITY EXISTS THAT NO BUDGETARY RESOURCES WHATEVER WILL BE AVAILABLE FOR PARTICIPATION IN THIS FAIR.)

2. AS ALTERNATIVE POSTS MAY WISH CONSIDER U.S. PAVILLION EXHIBITION UNDER "DO IT YOURSELF" APPROACH WHICH PROVEN SUCCESSFUL IN CASE OF U.S. PARTICIPATION IN TENTH INTERNATIONAL FAIR OF BOGOTA, JULY 13-28, 1974. ESSENTIALLY THIS INVOLVES POSTS' SOLICITATION OF LOCAL U.S. REPRESENTATIVES AND SELECTION OF CONTRACTOR TO DESIGN AND CONSTRUCT U.S. EXHIBIT. ALL COSTS WOULD BE COVERED BY FEES COLLECTED FROM PARTICIPANTS (SEE DETAILS IN A-1349 OF FEBRUARY 9, 1972 AND BOGOTA'S A-188 OF AUGUST 31, 1973). (BOTH BEING SENT UNDER SEPARATE COVER.)

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3. IF POSTS PURSUE FOREGOING APPROACH THEY ARE REMINDED THAT SUBSTANTIAL MANPOWER INPUT IS INVOLVED IN ADDITION TO FOLLOWING ROUGHLY ESTIMATED COST FACTORS: SPACE (\$60,000); CONSTRUCTION (\$80,000); PROMOTION (\$15,000) AND OPERATIONS (\$5,000) OR \$160,000. ASSUMING 10 PERCENT FOR UNAVOIDABLE CONTINGENCIES TOTAL COSTS AMOUNT TO ABOUT \$176,000.

4. USDOC EXPECTS TO HAVE MORE PRECISE ASSESSMENT OF BUDGETARY AVAILABILITIES IN VERY NEAR FUTURE AND WILL KEEP POSTS CLOSELY ADVISED CONCERNING DEVELOPMENTS AFFECTING U.S. PARTICIPATION IN FAIR.

5. IN EVENT "DO-IT-YOURSELF" APPROACH IS FEASIBLE, USDOC WILL ASSIST BY CONTACTING U.S. FIRMS URGING PARTICIPATION BY THEM OR THEIR AGENTS. USDOC WOULD ALSO PROVIDE GENERAL PRE-SHOW COUNSELING INCLUDING SHORT TERM ASSIGNMENT OF FAIR MANAGER TO ASSIST POST.

6. ALSO, A "DO-IT-YOURSELF" PARTICIPATION COULD INCLUDE GRAPHIC ARTS AND BUSINESS SYSTEMS AND EQUIPMENT AND ANY OTHER CATEGORIES EMBASSY DEEMS APPROPRIATE. FOR ANY NEW ENVISAGED CATEGORIES, COMMERCE COULD ASSIST BY CHECKING TO ENSURE THAT NO CONFLICTING U.S. EXHIBITIONS ARE SCHEDULED. KISSINGER

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